



WTIC-TV

ORDER

Print Date 10/09/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 397439 / DEMOCRATIC CONG CAMP

Original Date / Revision 10/09/12 10/09/12
Agency Com 15%Advertiser Democratic Congress Camp
3050 K St NW
Washington, DC 20007

Agency Great American Media

Buying Contact Jordan Johannesse

3050 K St NW
Washington, DC 20007

Product

Billing Contact

Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1194

Alt Order # 06367156

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2, PL3

Priority 02

Advertiser Ref

Primary Account Executive
Jordan Johannesen

Account Executive	Order%	Start Date	End Date
Jordan Johannesen	100%		

Order Share 15% Market Value 213333

Competing Station	% of Order	Amount
2WCCT	1%	2133
3WFSB	41%	87466
4WVIT	25%	53333
5WTNH	18%	38400
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$27,200.00	\$32,000.00	0.00	10/01/12	10/22/12	19	\$27,200.00	\$32,000.00
Totals	19	\$27,200.00	\$32,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/16/12	10/19/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		1		\$200.00		0.00					
E 2	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	10P-1030P (10:00 PM-10:30 PM)	- TWTF - -	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		1		\$1,800.00		0.00					
E 3	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	1030P-11P (10:30 PM-11:00 PM)	- TWTF - -	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		1		\$1,800.00		0.00					
E 4	61	10/16/12	10/19/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		1		\$550.00		0.00					
E 5	61	10/16/12	10/19/12		CM	1135p-1205a	- TWTF - -	:30	1	\$200.00	02	0.00	NM	1	\$200.00



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Contract / Revision **397439** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAM** Estimate # **1194**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1135p-1205a											
				M-F 1135p-1205a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$200.00		0.00						
E 6	61	10/16/12	10/19/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$200.00		0.00						
E 7	61	10/16/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- TWTF - -	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$300.00		0.00						
E 8	61	10/16/12	10/19/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$650.00		0.00						
E 9	61	10/16/12	10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$650.00		0.00						
E 10	61	10/16/12	10/19/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$1,000.00		0.00						
E 11	61	10/16/12	10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$400.00		0.00						
E 12	61	10/16/12	10/19/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$1,300.00		0.00						
E 13	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-4pm	CM	1p-4p	- - - - - 1	:30	1	\$10,000.00	02	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - 1	1		\$10,000.00		0.00						
E 14	61	10/21/12	10/21/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 1	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - 1	1		\$1,500.00		0.00						
E 15	61	10/22/12	10/22/12	Mon Prime A X-Factor	CM	8p-9p	1 - - - - -	:30	1	\$7,000.00	02	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	1 - - - - -	1		\$7,000.00		0.00						
E 16	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1 - - - - -	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1 - - - - -	1		\$1,800.00		0.00						
E 17	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	1 - - - - -	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **397439** Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 10/09/12/ 10/09/12Order Sep 00:15:00Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAM** Estimate # **1194**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	1-----	1		\$1,800.00	0.00							
E 18	61	10/22/12	10/22/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	1-----	1		\$550.00	0.00							
E 19	61	10/22/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	1-----	1		\$300.00	0.00							
Totals														19	\$32,000.00